

# The Spirit of CU\*Answers Award



- Since 2011 this award has recognized the CU that:
  - Best exemplifies our Leadership Conference **theme**
  - Maintains a strong and vital **volunteer program**
  - Demonstrates the principle of being **all about the member**
  - Shows an innovative example of **collaboration and cooperation** (the highest Collaborative Score)
  - Has **started a business** in the network
  - Exhibits strong **execution and performance**, especially in the face of adversity
  - Has hit the ground running with **adoption of CU\*BASE tools** or plunged into tools in a new way
  - Has started a new initiative that really demonstrates the **credit union spirit**, that moves the industry in a positive direction, that is **inspirational** to other CUs

# The Spirit of CU\*Answers Award



Our 2017 honoree:

**HONOR**  
CREDIT UNION



**Scott McFarland, CEO**

For their work on  
business intelligence  
and data analytics

# The Spirit of CU\*Answers Award



**HONOR**  
CREDIT UNION



**analyticsbooth**

**Analysis to "Drive Revenue and Retention through Skip Pay Processing"**

SERVICES PERFORMED BY: [Logo]  
DATE: April 4, 2017

**Project Overview**  
The Analytics Booth worked with Honor Credit Union on the Skip Pay program. During the engagement at Skip Pay, the Analytics Booth collected key data points. This effort was used to conduct a SWOT Analysis. The analysis is concluded with "Less Threats". The analysis is concluded with "Less Threats" to further drive a successful Skip Pay program.

**Period Analyzed**  
The project is an annual review of the year 2016. All loans that participated in the skip pay program.

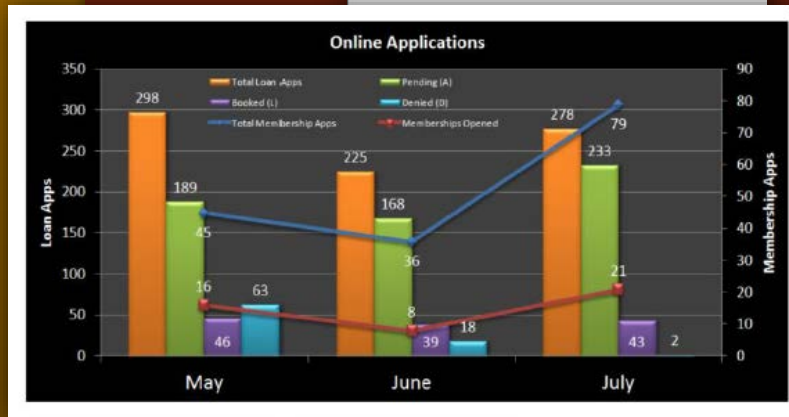
**Deliverable Materials**

- 1) Graphical Analysis
  - a. Fee Income
  - b. Transaction Counts
  - c. Time of Year
  - d. Age of Borrower
  - e. Credit Score of Borrower
- 2) SWOT Analysis
  - a. Strengths
  - b. Weaknesses
  - c. Opportunities
  - d. Threats
- 3) Analyst Recommendation

**analyticsbooth**

**Skip Pay Fee Year over Year**

**AGE**



**By the numbers**

- Vision 2020
- Corporate
- Branch Metrics
- Business Intelligence
- Marketing Reports
- Valued & Engaged

**By the numbers**

**MEMBER ACTIVITY**

- Online Loan Apps
- Online Membership Apps
- eSign Comparison
- PIN vs Signature Usage
- OLB Logon Counts
- OLB Activity Breakdown
- OLB Credit Score Clicks
- Mailed Check Payments

**ESERVICES**

- Bill Pay Users
- Bill Pay Transactions
- Payment Type Comparison
- Pay Anyone Unique Users
- Pay Anyone Transactions
- eStatement Penetration
- OLB Credit Score Clicks
- Mailed Check Payments

**ESERVICES**

- Bill Pay Users
- Bill Pay Transactions
- Payment Type Comparison
- Pay Anyone Unique Users
- Pay Anyone Transactions
- eStatement Penetration
- RDC Users
- RDC Transactions
- Skip Pay History

**BI SUBPAGES**

- BCACFCU Merger Analysis
- Losing the Love Analytics
- PCCU Merger Analysis